

GOVERNMENT OF ANDHRA PRADESH  
A B S T R A C T

CINEMAS – Permission to increase the rates of admission in all the four screens in the Multiplex of M/s Sri Ramprasad Skyscrapers Private Limited, Bhimavaram, West Godavari District by allowing to screen five shows in a day – Orders – Issued.

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HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 68

Dated:17-04-2012.

Read the following:

1. G.O.Ms.No.163 Home (Genl.A) Dept., Dated 25-06-2011.
2. Representation dated 'Nil' from M/s Sri Ramprasad Skyscrapers Pvt. Ltd., Bhimavaram, West Godavari Dist.

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ORDER:

In the reference first read above, Government has permitted Multiplex theatre of M/s Sri Ramprasad Skyscrapers Private Limited, Bhimavaram, West Godavari District to charge Rs.100/- for Recliner Sofas and Rs.80/- for Executive Class in the Multiplex and also allowed to screen (5) five shows per day.

2. The Management of M/s Ramprasad Skyscrapers Private Limited, Bhimavaram in the reference second read above, has stated that they have four screens in the Multiplex with 1180 capacity and other fun-filled entertainment facilities for entertainment to the citizens of Bhimavaram and surrounding areas. Further they have also assured best facilities to the audience and also to follow the fire safety measures that are stipulated by the Fire & Emergency Service Department from time to time.

3. District Collector, West Godavari in his letter dated. 09-06-2011, based on the recommendation of the Revenue Divisional Officer, Narsapur, had reported that the Multiplex cinema theatres complex was constructed using high technology, well equipped material, centrally air-conditioned, fire safety and fire fighting installations, N.B.C. compliant arrangements, modern projection and acoustic systems, interiors of international standards, high levels of hygienic, variety of food and beverage, and that the operating of this multiplex at the prevailing rates of admission would be unviable making it impossible to sustain their business model and sought for orders.

4. The District Collector, West Godavari has also stated that according to the orders issued by the Government issued vide G.O.Ms.No.175 General Administration (I&PR.II) Department, dated. 02-04-2005, the maximum rate of admission permissible to the air-condition theatres in special grade municipalities is Rs.30/- (inclusive  
(PTO)

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of TFM charges). According to the orders issued in G.O.Ms.No.233 Home (Genl.A) Department, dated. 25-10-2001 the rates of admission admissible in respect of last class is Rs.10/- (inclusive of TFM charges).

5. Keeping in view of the above, the Management of M/s Sri Ram Prasad Skyscrapers Private Limited, Bhimavaram, West Godavari District., have requested to kindly consider the enhancement of rates of admission in their Multiplex which is as follows:

Class	Existing rates of admission for Screens 1 to 4 (including TFM charges) Rs.	Proposed rates of admission for Screens 1 to 4 (including TFM Charges) Rs.
Recliner sofas (1 <sup>st</sup> class) (13 seats in Screen I+II and 11 Seats in Screen III+IV )	<b>Rs.100/-</b>	<b>Rs.200/-</b>
Pushback seats (2 <sup>nd</sup> class) (342 Seats in Screen I + II and 224 Seats in Screen III+IV)	<b>Rs.80/-</b>	<b>Rs.100/-</b>

6. Government after careful examination of the above matter and also keeping in view the report of the District Collector, West Godavari , the rates prescribed in similarly placed Multiplexes and in exercise of the powers conferred under rule (c ) of Sub-rule (3) 11-B of Andhra Pradesh Cinemas (Regulation) Rules, 1970 and in relaxation of rates prescribed in G.O.Ms.No.175 General Administration (I&PR.II) Department, dated 2-04-2005 and G.O.Ms.No.369 Home (Genl.A) Department, dated 18-12-2008, hereby fix the rates of admission to all the (4) four screens of the Multiplex M/s Sri Ramprasad Skyscrapers Private Limited, Bhimavaram, West Godavari, District as follows:-

Class	Existing rates of admission for Screens (1 to 4 ) Rs.	Permitted rates of admission for Screens (1 to 4) Rs.
Recliner sofas Class (13 seats in Screen I+II and 11 Seats in Screen III+IV)	<b>Rs.100/-</b>	<b>Rs.125/-</b>
Executive Class (342 Seats in Screen I + II and 224 Seats in Screen III+IV)	<b>Rs.80/-</b>	<b>Rs.100/-</b>

(Contd..3)

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7. The District Collector, West Godavari is requested to take further action accordingly and to incorporate the rates and class of admission in the Form-B Licence of (4) four screens Multiplex of M/s Sri Ramprasad Skyscrapers Private Limited, Bhimavaram, West Godavari District.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

M. CHAYA RATAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To

The District Collector, West Godavari.

The Joint Collector & Licensing Authority, West Godavari District.

The Management of M/s Ramprasad Skyscrapers Pvt. Ltd.,  
Bhimavaram, West Godavari District.

The P.S. to Special Chief Secretary to Government,  
Home Department.

The P.S. to Hon'ble Minister for I&PR & Cinematography.

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//FORWARDED:BY ORDER//

SECTION OFFICER.